goals

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goals

safety
reliability
access
livable communities
clean air
efficient freight travel

Through the Commission's public outreach, we have learned that Bay Area residents share a fairly consistent vision of how transportation could be improved in the future. This vision includes:

- A desire to reduce trips of excessive distance and duration
- A better range of travel options in the future for those who now endure congestion and gridlock every day
- A transit system that is second to none in its upkeep and performance
- An easier and safer way to walk and bike around our communities
- Less reliance on the auto for various types of trips — to enhance community safety, ease environmental pressures and restore a healthful level of physical activity into people's lives
- Better access to jobs, medical centers, schools and grocery stores for those who do not own a car
- A sustainable transportation system the region can afford to operate over the long term and one that uses available public funds wisely
- A process that ensures major new transportation investments have been well scrutinized for cost-effectiveness

The Transportation 2030 goals respond to this vision and will be used to set direction for the future, measure progress and evaluate transportation programs and projects needed to maintain the system, improve system efficiency and strategically expand the system. Because the appetite for transportation improvements will likely outpace available resources to deal with the region's growth, some aspects of transportation performance may not improve in the future. Thus the measures of progress focus on areas where MTC does have some influence and can make a difference. MTC will use the measures of progress to monitor the degree to which its actions advance the Transportation 2030 goals. The measures of progress will be reported as part of a comprehensive review of Transportation 2030 policies during the next long-range plan update.

BILL HALL, CALTRANS

safety

BILL HALL, CALTRANS

A Safe and Well-Maintained System

Ensuring the safety of travelers is a priority for all government agencies engaged in transportation, whether the trip is by car, transit, bike or walking. Protecting transportation facilities from terrorism is also a new safety area for federal, state and local law enforcement officials and requires the cooperation of all major Bay Area transportation agencies.

The public also expects transportation facilities to be kept in a good state of repair, which requires diligence in attending to ongoing maintenance and rehabilitation needs. Future investments to improve transportation will not perform as intended if the rest of the system is poorly maintained. Maintaining the condition of the Bay Area's transportation infrastructure will enhance the region's economic growth potential and will help ensure the future viability of existing neighborhoods and downtowns.

Objectives

- Reduce injuries and fatalities for all modes
- Be prepared for future transportation emergencies resulting from natural disasters and security threats
- Reduce long-term transportation repair costs through timely replacement of assets
- Save consumers repair costs due to poor road conditions

Examples of Current Efforts

A number of regional initiatives aim to improve the safety and condition of the Bay Area transportation system, including: policies to close shortfalls for the timely replacement of worn-out transit vehicles and local street repair with flexible federal funding; efforts under way to complete seismic retrofit of Bay Area bridges; and programs offering technical assistance to cities and counties to improve roadway pavement conditions and improve bicycle and pedestrian safety. In addition, MTC and other Bay Area transportation agencies come together at least once a year to conduct emergency response exercises and training. (For more information on the Transportation 2030 Plan's approach to safety, see "Getting There Safe and Sound" on page 66.)

Key Measures of Progress

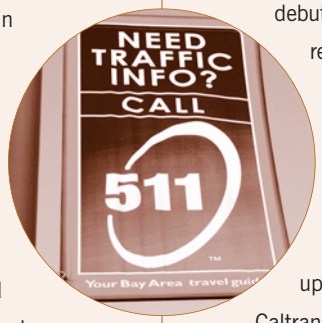
- Number of injuries and fatalities at identified safety "hot spots"
- Pavement Condition Index (freeways and roads)
- Average age of transit fleet
- Progress in completing bridge seismic retrofit program

511 Puts Commuters In the Know

Harnessing the technological prowess for which the San Francisco Bay Area is famous, the region's 511 traveler information system provides up-to-the-minute, on-demand information for transit riders, drivers, carpoolers, vanpoolers and bicyclists. Part of a national rollout of 511 service, the Bay Area's system was launched in December 2002 through a partnership between MTC, the California Department of Transportation (Caltrans), the California Highway Patrol (CHP), dozens of the region's transit and paratransit operators, and RIDES for Bay Area Commuters Inc.

On the Phone, On the Web

The Bay Area is the largest metropolitan area in the U.S., and the first in California, to activate a 511 service. Available free of charge both on the phone at 511 and on the Web at www.511.org, the breadth and quality of the data on the Bay Area system is unmatched anywhere in the country. Key features include:



- Real-time traffic conditions and incidents including point-to-point driving times on routes throughout the Bay Area
- Fare, schedule and trip planning information for dozens of rail, bus, ferry and paratransit service providers in the Bay Area and adjacent counties
- An online ridematching tool for carpools and vanpools as well as other information on carpooling, vanpooling and shuttle services
- Bicycling information including an online bicycle map tool
- Updates on construction projects and special events affecting traffic
- Other relevant transportation information, such as options for travel to airports and information about commuter incentives

The foundation of MTC's 511 phone service is a state-of-the-art, interactive, voice-response system which eliminates the need for callers to navigate their way through a push-button menu. The voice-recognition feature even allows "short cuts" so experienced callers can bypass menu options to directly access their choices. A little more than two years after its debut, the Bay Area system is now receiving 60,000 phone calls per week.

Tapping data from FasTrak™ electronic toll collection transponders and constantly updated information from Caltrans, the 511 Driving Times℠ feature tells motorists the current travel time between cities or major landmarks in the Bay Area, and if there are any incidents on the route. 511 Driving Times℠ is also available on the Web at www.511.org.

MTC's popular TakeTransit Trip Planner℠, which generates personalized, door-to-door trip itineraries with schedules, fares, time estimates, transfer instructions (including interagency transfers) and walking maps,

BILL HALL, CALTRANS

is the centerpiece of the 511 Transit Web page. The 511 Transit page also provides a comprehensive resource for Bay Area transit riders with route maps, fares, schedules, information on the Bay Area's popular destinations and other data for approximately 60 transit services throughout the region and in several adjacent counties.

Groundbreaking, Award-Winning

Implementation of the Bay Area 511 system by MTC and its partners provides a model for delivering comprehensive, accurate, reliable and timely transportation information within a large metropolitan region. The Bay Area 511 system was recognized by the Intelligent Transportation Society of America as the "Best New Product, Service or Application" for 2003. The 511 system also received a 2003 California Department of Transportation Award for transportation management, the 2003 Innovation Award from the American Public Transportation Association, and the Best Public Innovation and Best Partnership Awards from the California Alliance for Advanced Transportation Systems.

reliability

KIT MORRIS

A Reliable Commute

Every day people make choices about the easiest way to make trips to their jobs, shopping, school or recreation. As every traveler knows, certain corridors are heavily congested as too many vehicles try to get to too many places at the same time. Future regional growth will result in continued traffic problems throughout the Bay Area and in most of today's chronically congested corridors. However, travelers will benefit by having an expanded range of choices for making trips based on their personal requirements for travel time, cost, convenience and reliability.

Many of the building blocks for an effective multimodal regional transportation system are already in place. Over the years, extensive new transit, carpool and bike facilities have been created to provide new choices to travelers. In addition to these expanded choices, traffic management and operations strategies, such as incident detection and real-time information, and increased use of new technologies, are key to reducing the impact of traffic congestion on people's lives and businesses.

The public also perceives the need to fine-tune the system at key locations, where people connect between modes. Good connections require a range of strategies, from removing physical barriers, to better information, to having more services to connect to.

Finally, whether people make trips by bike, transit or car, they desire a certain amount of predictability in terms of how long their trip will take.The manufacturing and freight shipping industries also depend heavily on the delivery of products within specified time windows.

Objectives

- Provide travel options that are responsive to individual preferences for time, cost, convenience and trip reliability
- Increase the number of on-time trips
- Improve connections between transit systems and between freeway segments
- Improve information on travel conditions and options
- Make cost-effective use of new technologies to support objectives

Examples of Current Efforts

Regional customer service programs such as the 511 traveler information system (see facing page), FasTrak™ electronic toll collection system, freeway call boxes and roving tow truck patrols make the existing transportation system more reliable for travelers. Caltrans' Traffic Operations System (ramp metering, message signs, incident detection), as well as signal coordination and retiming help traffic flow more smoothly. Carpool lanes along with the newly proposed network of high-occupancy/toll (HOT) lanes and the Resolution 3434 Regional Transit Expansion Program will provide reliable travel alternatives in the most congested travel corridors. And funding for the Regional Bicycle Network will add reliable travel alternatives for shorter trips.

Key Measures of Progress

- Capacity added to the Metropolitan Transportation System
- Levels of service in congested corridors
- Progress with freeway ramp meters and traffic signal retiming
- On-time transit performance
- Effectiveness of incident management strategies
- New transit connectivity projects
- Progress in improving traveler information

Designing Travel Solutions at the Local Level

MTC is taking a grass-roots approach to identifying barriers to mobility and working to overcome them. With its Community-Based Transportation Planning program (CBTP), the agency has launched a collaborative planning process that involves residents in minority and low-income Bay Area communities, community and faith-based organizations that serve them, transit operators, congestion management agencies (CMAs) and MTC. The outcome of each planning process is a community-based transportation plan that includes prioritized, locally-identified transportation needs, as well as solutions to address them. Solutions could include fixed-route transit service, or other transportation services such as shuttles, bicycle options and auto-oriented options.

Setting Priorities, Ensuring Participation

The program evolved out of two reports completed for the 2001 Regional Transportation Plan (RTP) — the *Lifeline Transportation Network Report* and the *Environmental Justice (EJ) Report*. The Lifeline Report identified travel needs in economically disadvantaged Bay Area communities and recommended community-based transportation planning as a way for communities to set priorities and evaluate options for filling transportation gaps. Likewise, the EJ Report identified the need for MTC to support local planning efforts in low-income communities throughout the region. Community-based transportation planning speaks to the environmental justice principle by ensuring the full and fair participation of minority and low-income populations in the transportation decision-making process.

MTC launched the CBTP program in October 2002 following the Commission's adoption of the CBTP program guidelines, which serve as a blueprint for program implementation. Several key guidelines are highlighted below.

- Each planning process will be a collaborative effort among local residents, community-based organizations, transit operators, CMAs and MTC, with CMAs serving as the lead agency to ensure local ownership upon completion of the plans.
- The results of the Lifeline Report will serve as the starting point for transportation gap analyses within each community.
- Each planning process will involve extensive community involvement, which will be tailored to each community to achieve maximum effectiveness.
- Final community-based transportation plans will contain the following essential elements:
  - Demographic analysis of the area
  - Documented community outreach strategies with results
  - A listing of community-prioritized transportation gaps and barriers
  - A listing of strategies or solutions to address identified gaps
  - A listing of potential funding sources for solution implementation
  - Identified stakeholders committed to implementing the plan
- Project findings will be forwarded to applicable local or county-level policy boards, as well as to MTC. Recommended service improvements will be forwarded to transit policy boards for consideration and incorporation into short-range transit plans, and to other appropriate policy boards for planning, funding and implementation discussions.

Launching a Pilot Program

To begin CBTP implementation, a pilot program was initiated in early 2003 in five of the 25 communities outlined in the CBTP guidelines. Included were:

- Alameda County: South Hayward/ Ashland/Cherryland
- Contra Costa County: Richmond/ North Richmond/Old Town San Pablo
- Napa County: the city of Napa (and surrounding communities)
- San Mateo County: East Palo Alto
- Solano County: Dixon

Community-based transportation plans for these communities were completed in 2004. Results were presented to transportation policy boards and used to inform local, county and regional planning efforts.

After assessing the results of the pilot program to determine successful approaches to project implementation, community involvement and the development of unique transportation solutions, MTC will implement community-based transportation planning in additional low-income Bay Area communities as outlined in the CBTP guidelines.

access

AC TRANSIT

Access to Mobility

MTC must consider the needs of all travelers in order to determine equitable distribution of mobility benefits. Certain segments of the population have fewer mobility options and therefore require special attention in transportation planning: households without a car, school children, older adults and the disabled. Removing existing barriers to mobility for older adults, the disabled, low-income persons and school children is a shared responsibility among many organizations, including transportation and social service agencies. While not the only solution to the mobility needs of these individuals, public transit will play a key role in many of the desired trips. The cost of transportation can also be a barrier to travel to work, school, medical services or basic shopping.

Objectives

- Identify barriers, such as gaps in service, affordability and safety
- Improve delivery of services by coordinating with a range of agencies
- Secure adequate resources to respond to lifeline mobility needs

Examples of Current Efforts

Identification of a Lifeline Transportation Network; Low Income Flexible Transportation (LIFT) investment program; ADA and paratransit funding; Transportation for Livable Communities (TLC) and Housing Incentive Program (HIP) projects in disadvantaged communities; various planning studies such as the Older Adults Transportation Study; Transportation Costs Study; Community-Based Transportation Plans (see facing page); social equity analysis for Transportation 2030.

Key Measures of Progress

- Amount of Lifeline transportation service provided
- Progress in implementing transportation programs for older adults
- Progress in completing community-based plans
- MTC and transit operator Title VI reports

Revitalizing Communities With a Little "TLC"

At the local level, relatively modest transportation investments can yield outsized benefits. Modifying streetscapes and creating environments friendlier to pedestrians, transit riders and bicyclists can make communities more vibrant and attractive places in which to live and work. Building upon this momentum, communities can better focus their planning efforts on intensifying land uses and providing a diverse mix of uses to further enhance community livability.

To identify and nurture these kinds of projects, MTC launched the Transportation for Livable Communities (TLC) Program in 1998. The TLC program funds inclusive, "bottom-up" community planning and provides capital grants for project design and construction. In an effort to encourage the creation of higher-density, transit-accessible housing, MTC expanded the TLC portfolio in 2000 to include the Housing Incentive Program (HIP), which rewards cities and counties that encourage developers to provide dense housing within walking distance of major transit routes.

Awarding Dollars, Receiving Awards

Through 2002, close to $60 million has been awarded to some 150 planning, capital and HIP projects in scores of communities around the region.

TLC projects are located within downtowns, commercial cores, neighborhoods and transit corridors, particularly around the urban cores. Several projects are located in suburban and rural communities where downtown redevelopment activities are taking place. More than half of the TLC projects are located in disadvantaged communities around the region. Some $40 million in TLC funds have been allocated to projects that support improvements to pedestrian facilities — sidewalks, crosswalks, bulb-outs, medians — while the balance of TLC funds are spent on improving or creating new bicycle routes or transit access.

In 2002, the TLC program was selected as one of eight national winners in the American Association of State and Highway Transportation Officials' "Smart Moves: Transportation Strategies for Smart Growth" competition. In addition, the TLC program earned MTC a 2002 Association of Metropolitan Planning Organizations (AMPO) National Award for "Outstanding Overall Achievement."

ANNIE YOUNG

Popular Program, High Standards

From its inception, the TLC program has generated a great deal of interest from around the Bay Area. Faced with the tremendous demand for TLC funds, MTC continues to raise the bar in terms of project selection. And project sponsors from within the region, in turn, continue to rise to the heightened expectations, proposing creative transportation solutions to help address complex land-use challenges.

As the Bay Area strives to find innovative ways to influence regional growth and development, TLC provides a successful model of how a regional transportation agency can develop valuable partnerships with local governments to plan for more sustainable land-use patterns.

livable communities

PETER BEELER

A Region of Vibrant Neighborhoods

It is widely recognized that, over the long term, transportation and land-use decisions will affect regional travel patterns as well as opportunities within communities for biking, walking or using transit. The Bay Area's Smart Growth Vision recommends that future development take place around major transit lines or in other infill locations within the urban core to increase regional housing stock and improve transportation options. There appears to be early consensus that, from the regional level, the most effective approach for achieving these desirable land-use patterns is through incentives to local government. In addition, smaller-scale projects funded through MTC's Transportation for Livable Communities and Housing Incentive programs (TLC/HIP — see facing page) will continue to play a role in helping communities create vibrant neighborhoods while expanding travel options within these communities.

Objectives

- Create incentives to encourage transit-oriented development around regional transit systems and mixed-use development elsewhere
- Create new and safer ways to get around within communities by fostering walking and biking and connecting communities to transit
- Partner with local communities in developing transportation approaches that enhance community vitality for neighborhoods and retail centers

Examples of Current Efforts

Participation in regional Smart Growth initiative; expanded funding for TLC/HIP; Resolution 3434 regional transit expansion policies for supportive land-use plans around new transit lines; Transportation Planning and Land-Use Solutions (T-PLUS) — partnering with CMAs to help inform local land-use decisions.

Key Measures of Progress

- Number of TLC projects completed
- Number of new transit-oriented development projects assisted with HIP
- Number of new mixed-use development projects assisted with HIP
- Annual results of T-PLUS program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clean air

JOHN BENSON

Clearing the Skies

The federal and state governments have set standards to maintain healthy air. Over the last two decades, state and regional air quality agencies have achieved major reductions in chemicals that help form smog, and the Bay Area now meets the federal one-hour ozone standard. While most reductions from motor vehicles come from strict state controls on vehicle engines and fuels, certain types of transportation investments can help reduce the number of vehicle trips and lower emissions through more efficient traffic flows on freeways and local streets. Maintaining good air quality will require increased emphasis on efforts to control emissions on specific days when ozone could reach unhealthy levels. New challenges will include tackling the reduction of small particulate matter from vehicles (an emerging health concern), and further collaboration with the Central Valley on reducing transport of pollution from Bay Area sources.

Objectives

- Achieve additional reductions in motor vehicle emissions through effective transportation control measures
- Working with the Bay Area Air Quality Management District, develop new episodic control strategies for predicted high-ozone days
- Help reduce particulate matter from buses and other heavy-duty vehicles
- Promote non-motorized travel to reduce auto trips

Examples of Current Efforts

Ongoing implementation of various state and federal transportation control measures; funding for emission control devices on urban buses to lower ozone precursors and particulate matter. (See “Clean Air in Motion” on page 48 for more information on the Transportation 2030 Plan’s clean air initiatives.)

Key Measures of Progress

- Periodic analysis of consistency between the Transportation 2030 Plan, Transportation Improvement Program (TIP) and the federal air quality plan (also known as transportation “conformity”)
- Progress in retrofitting urban buses with new emission controls
- Development of new episodic controls on Spare the Air days
- Progress in funding bicycle and pedestrian projects

TOM TRACY

efficient freight travel

HEWLETT-PACKARD

Moving Goods to Market

Expected increases in population and a resurgent economy will contribute to increased truck movement throughout the region, especially near the Bay Area's major airports and seaports. Innovation in intermodalism has transformed the movement of freight, creating efficient connections between carriers, but ultimately the region's major freight corridors will need further expansion. Both congestion on key freight routes and the reliability of trip times have become major concerns for those who move freight within, into and out of the Bay Area. The increasing cost of moving freight in the region could contribute to a higher cost of living, while impediments in shipping freight could lead some industries to relocate.

Objectives

- Identify key improvements in the surface transportation system where public investment can help the freight industry
- Identify long-term capacity issues associated with cargo movement through airports and seaports
- Collaborate with the private sector to best leverage both public and private financial resources to improve freight-related infrastructure

Examples of Current Efforts

Regional Freight Initiative — to identify future freight improvement projects in the region and issues related to zoning protection for freight activities; advocacy related to new federal transportation reauthorization bill. (For more information on the Transportation 2030 Plan's freight policies, see "Moving Goods to Market" on page 76).

Key Measures of Progress

- Identification of key freight projects and associated funding
- Development of a regional truck network on local arterials
- Inclusion of a regional air cargo plan element in the next Regional Airport System Planning Analysis

- safety
- reliability
- access
- livable communities
- clean air
- efficient freight travel

Monitoring Our Progress

MTC will use the Key Measures of Progress listed with each goal to monitor the degree to which its actions, guided by policies set forth in Transportation 2030, advance the Transportation 2030 goals. The measures of progress will be reported as part of a comprehensive review of Transportation 2030 policies during the next long-range plan update.

MTC's promise to monitor how its policies and actions address the Transportation 2030 goals extends MTC's existing commitments to performance monitoring. MTC already reports regularly on the overall performance of the transportation system with respect to several of the Transportation 2030 goals. The *Bay Area Transportation: State of the System* report, published jointly by MTC and Caltrans District 4, includes performance statistics on the state of repair, mobility and safety of the region's transportation network. MTC also reports annually on the performance of regional services it offers directly to the traveling pubic. The *Project Performance Report* series tracks efficiency, effectiveness and customer satisfaction with the 511 Traveler Information System, TransLink® electronic fare payment system, roadside Call Box System and the Freeway Service Patrol roving tow truck program.